

Subject: BID Contact Database Recommendation

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I believe that it is imperative for the BID to maintain a comprehensive, on-going database of contacts. Over the years I've tried Excel spreadsheet based DBs as well as the sexy Apple software DB (name escapes me), neither of which have worked that effectively. What has worked well is a simple Gmail Contacts DB. Simple, easy to use, easy to update, no extra costs, etc. Use whatever you can keep absolutely updated.

Then USE IT! The BID's Quarterly Newsletters should be emailed to the entire DB. Don't send too much so that recipients ignore the contact. Just enough to keep them invested in the BID. Conduct some surveys about preferences, priorities, etc.

When I set up my DBs I segment the contacts so that different distributions can go to different groups. Typically I segment as follows: 01 = Board Member Group; 02 = "Notice List" ; 03 = Property Owners; 04 = Business Owners; 05 = Contacts (vendors, City support, City staff; etc.) Create as many segments as are meaningful and useful to you.

All of Monica's list should be entered. During the heat of the Petition Drive is NOT the time to make a big investment in DB creation, but the names and contact info we uncover need to be captured for use later. Maybe you start now with incremental entries and make-up for other info when time is more available.

Does this make sense? Let me know of any questions.